

BEVERLY EAVES PERDUE  
GOVERNOR



STATE OF NORTH CAROLINA  
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### Gov. Perdue Announces the State's 100<sup>th</sup> Winery

*As North Carolina celebrates its 100th winery, the North Carolina wine boom continues, boosting tax revenues and enticing visitors.*

#### *IMAGES AND B-ROLL AVAILABLE*

RALEIGH - Gov. Bev Perdue announced today that North Carolina is now home to 100 wineries. The 100<sup>th</sup> winery in North Carolina to raise a glass is Cauble Creek Vineyard in Salisbury.

"Our wine industry is made up of small business owners, entrepreneurs and farmers. Most importantly it creates jobs in our state," said Gov. Perdue. "Our wineries and vineyards provide a compelling reason to visit our state and they are a significant economic engine."

North Carolina ranks seventh in wine production and 10<sup>th</sup> in grape production nationally. Research funded by the North Carolina Wine & Grape Council reports the wine and grape industry in this state accounts for more than **5,700 jobs with total economic impact as much as \$813 million**. North Carolina also ranks among **the top five states in the country as a destination for culinary tourism** according to a 2007 Travel Industry Association (now known as U.S. Travel Association) survey.

#### A Tale of Two Grapes

The industry here shares two types of grapes: the sweet native muscadines (such as carlos, noble, magnolia, etc.) and the European-style vinifera grapes (such as chardonnay, cabernet sauvignon, merlot, etc.) The 100<sup>th</sup> winery focuses exclusively on the sweet muscadine grape and also sells jams, jellies and nutraceuticals made from muscadines.

#### A Growing Industry

The number of wineries in the state has grown dramatically over the last 30 years. In 1972, Westbend Vineyards was the first winery to plant European vinifera grapes in the Yadkin Valley.